

## Statistics

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### Population (2003)

South Carolina:	3,116,828	metro	(1.3% of total U.S. metro)
	<u>1,030,324</u>	non-metro	(2.1% of total U.S. non-metro)
	4,147,152	total	

United States:	241,395,996	metro
	<u>49,413,781</u>	non-metro
	290,809,777	total

### Farm-Related Employment (2000)

South Carolina:	431,089 jobs	(18.8% of total South Carolina employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

South Carolina:	24,541	(1.2% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

South Carolina:	197 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

South Carolina:	\$1.5 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #35**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Broilers	324,067	2.4
Greenhouse/nursery	284,312	2.0
Turkeys	136,630	5.2
Tobacco	129,284	7.4
Cattle and calves	104,845	0.3

### **Value of Agricultural Products Sold Directly to Consumers (2002)**

South Carolina: \$8.3 million  
United States: \$812.2 million

### **Farmers Markets (2004)**

South Carolina: 35  
United States: 3,617

### **Market Value of Certified Organic Commodities (2002)\***

South Carolina: \$746,000  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

### **Certified Organic Acreage (2001)**

South Carolina: 14 acres  
United States: 2,343,857 acres

### **USDA-Accredited Organic Certifying Agents (2005)**

Based in South Carolina: 1  
Total: 96

## **Marketing Products and Services**

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### **Specific to South Carolina**

#### **South Carolina World Trade Center Seeks USDA Involvement in Trade Education**

AMS staff met with executives of the South Carolina World Trade Center (SCWTC), who are seeking USDA involvement in the proposed World Trade Center. SCWTC is providing a global marketing course and a series of trade education seminars to foster the creation of

new export companies. Partners include South Carolina State University, nine local technical colleges, South Carolina Departments of Agriculture and Commerce, U.S. Department of Commerce, and Southern United States Trade Association.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2002, \$86,000 was awarded to the South Carolina Department of Agriculture, in cooperation with Clemson University and the National Nutraceutical Center, to select the best varieties of medicinal herbs for organic production, to develop standardized cultivation and harvesting practices, to conduct field tests, and to evaluate the market for certified botanicals.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.